New Order

Agency:

Estimate:

Demo 3:

GRP:

Crossroads Media LLC

Station:

WJLA-TV Normal

Flight Start: Flight End:

06/12/2012

06/18/2012

Office: Client: Alexandria

12 - CrossroadsGPS 108 - GPS FLIGHT "C"

Cancel Date: Billing Cycle:

Order Type:

Monthly

Hiatus:

Product:

Piggyback Product:

646 - GPS VA FLIGHT C TV 6.12-

Billing Calendar: Received in ePort: **Broadcast**

6.18.12

5/22/2012 11:43:12 AM

Airtime Dollars:

\$69,600,00

Interactive Dollars:

\$0.00

Non-Airtime Dollars:

\$0.00

Total Dollars:

\$69,600.00

Total Spots:

41

Primary Demo: Demo 2:

A35+

97.40

Local/National: Rep Office:

Local WJLA-TV

AE:

Barbara Monares

Phone: OrderID:

2139872

Status:

New

CPP:

\$714.58

Comments:

Separation: 30

MarketShare:

Daily Airtime Lines

Line	Daypart	DPT				. ,							Totals for Entire Flight			
No	(Program)	Code	Rate	C/T	Len	6/12	6/13	6/14	6/15	6/16	6/17	6/18		Spots	Rtg	CPP
1	TuWThFM 7A-9A GD MRN AMR- ABC	EM	\$1,200.0 0	С	30	1	1	1	1	0	0	1		5	1.80	\$666.67
LPMay/2011LP (pav)																
2	Sa 7A-8A GD MRN-SAT-ABC	RT	\$600.00	С	30	0	0	0	0	1	0	0		1	0.90	\$666.67
LPMay/2011LP (pav)																
3	Su 8A-9A GD MRN-SUN-ABC	RT	\$700.00	С	30	0	0	0	0	0	1	0		1	1.10	\$636.36
LPMay/2011LP (pav)																
4	TuWThFM 9A-10A LIVE WTH KELLY	DT	\$750.00	С	30	1	1	1	1	0	0	1		5	1.20	\$625.00
LPMay/2011LP (pav)										j						
5	TuWThFM 11A-12P VIEW-ABC	DT	\$1,200.0 0	С	30	1	1	1	1	0	0	1		5	1.80	\$666.67
LPMay/2011LP (pav)																
6	TuWThFM 12:30P-	DT	\$750.00	С	30	0	1	0	1	0	0	1		3	1.60	\$468.75
	MILLIONAIRE													1		1
LPMay/2011LP (pav)																
7	TuWThFM 5P-6P ABC7 NWS AT 5	EN	\$1,400.0 0	С	30	1	1	1	1	0	0	1		5	1.80	\$777.78

New Order (Page 2)

Agency: Crossroads Media LLC Station: WJLA-TV Order ID: 2139872 **Client:** 12 - CrossroadsGPS **Product:** 108 - GPS FLIGHT "C" Estimate: 646 - GPS VA FLIGHT C TV 6.12-6.18.12 06/12/2012 Flight Start: Flight End: 06/18/2012 Received in ePort: 5/22/2012 11:43:12 AM Line **Daypart DPT Totals for Entire Flight** No (Program) Code Rate С/Т 6/12 6/13 6/14 Len 6/15 6/16 6/17 6/18 Spots Rtg CPP LPMay/2011LP (pav) TuWThFM 6P-EN \$1.600.0 C 30 0 0 0 0 0 2 2.90 \$551.72 6:30P ABC7 NWS AT 6 LPMay/2011LP (pav) TuWThFM 7P-\$3,000.0 C 30 0 3 4.10 \$731.71 7:30P WHEEL-FORTNE LPMay/2011LP (pav) 10 TuWThFM 7:30P-\$4,000.0 C 30 5 5.20 \$769.23 JEOPARDY LPMay/2011LP (pav) 11 TuWThFM 11P-\$2,500.0 30 LN 0 0 3 2.70 \$925.93 11:35P ABC7 NWS AT 11 LPMay/2011LP (pav) 12 TuWThFM 11:35P-LF \$1,200.0 30 3 1.80 \$666.67 12:05A ABC-NITELINE LPMay/2011LP (pav) **Total Spots:** 8 8 7 8 8 41

Total GRP/GIMP(000): 20.4

Cash\$ - Spots: \$69,600.00 - 41 Trade\$ - Spots: \$0.00 - 0

19.0

17.7

19.0

0.9

1.1

19.3

Total Cost: \$69,600.00 Total CPP/CMP: \$714.58

97.4